

**Request for Proposal**

**West Valley City**

**Summer Theatre Production at Utah Cultural Celebration  
Center Amphitheatre**

## **I. Summary**

West Valley City is seeking proposals from directors and theatre production groups for a community based amateur theatrical production to run each day at the Utah Cultural Celebration Center (“UCCC”) outdoor amphitheater from June 23-28, 2014. The City will review proposals from directors and theatrical groups interested in producing and performing that production.

Responders to this request for proposals are to review the criteria described in this request and submit a proposal that matches these criteria as closely as possible. All responders must follow the requirements listed herein, have a valid business license, and submit proof of insurance. Failure to follow any requirement of this request may result in rejection of a proposal.

All questions regarding this RFP, or the stage specifications, venue, or marketing should be directed to Jeff Olsen at (801) 965-5102 or at [jeff.olsen@wvc-ut.gov](mailto:jeff.olsen@wvc-ut.gov).

All proposals must include the following elements. Proposals that omit **any** element or provide insufficient detail may be rejected as nonresponsive.

- Script selection. Both script selection and concept for the play must be suitable for families with small children.
- Concept for the play, including character list, synopsis, and description of director’s concept and treatment
- Information on the rights for the script in question (a non-comprehensive list of rights houses is attached for your convenience). The proposal must demonstrate proof that the director and/or theatre company has the right to use the script, music, or any other copyrighted or trademarked material involved in the production.
- A detailed budget, including audio/visual costs, lighting costs, props, costumes, set design, and staffing, as well as any other pertinent information.
- Production schedule, including auditions and callbacks, read-throughs, and tech and dress rehearsals. The schedule should indicate when the production will be off-book and off-prompt. The final schedule will be subject to City approval and facility availability.
- Director’s résumé, including acting experience, production experience, coursework, and other relevant experiences, as well as at least three references
- Producer’s résumé, including relevant performing and producing experiencing, as well as at least three references
- Staff list, including stage manager, set, sound, and costume directors, volunteers assisting with the production, and other staff needs

## **II. Submission Requirements**

Proposals must be returned no later than **10:00 AM local prevailing time**, as conclusively established by the clock in the City Recorder's Office, on **Thursday, January 30, 2014**, to the West Valley City Recorder's Office, Room 140, 3600 S. Constitution Blvd., West Valley City, Utah 84119. Proposals will reflect the best and most current information and offer.

All proposals must be submitted in sealed envelopes that are clearly marked with the proposal description ("Summer Theatre Production at Utah Cultural Celebration Center Amphitheatre"), company name and authorized representative, and a return address on the outside. **Responders must submit two copies of their proposal. All proposals must be signed by an authorized representative of the responder. The signature on the proposal signifies the responder's intent to comply with the terms, specifications, and conditions set forth in this request, unless specific exceptions are explicitly noted on the face of the proposal.**

**West Valley City reserves the right to reject any or all proposals, to waive any informality or technicality in the City's sole discretion, or to accept any proposal deemed to be in the best interests of the City.**

## **III. Intent of Request for Proposal**

The intent of this Request for Proposal is to generally set forth the minimum acceptable requirements for the proposals to be submitted herein. It is the intent of the City to choose a proposal based on compliance with the terms of this request. The City may choose all, part, or none of the proposals. **The successful responder shall be obligated to enter into a binding contract with the City.**

## **IV. Additional Description of Services and/or Products Required**

The proposal must explain how the following requirements will be met:

- The play must be performed each day from June 23 to June 28, inclusive, with the performance schedule to be determined by the producer with City approval. The play should last between 1 ½ and 2 ½ hours.
- The proposer is responsible for all audiovisual equipment, props, costumes, and any other equipment required for production. The proposer is responsible for storage and transportation of these items as well. Some on stage storage will be available, but West Valley City will not be responsible for any damage, theft, or loss associated with that storage.
- The proposer may either provide their own lights or rent lights from the UCCC designated contractor. If the proposer chooses to rent lights, this will be at the sole expense of the proposer.

- The proposer must demonstrate that the performance will be of a professional quality and that it is feasible to put on the performance in an outdoor venue.
- The proposer is required to maintain insurance, including but not limited to general liability insurance and auto insurance, and name the City as an additional insured, with a minimum policy limit of \$2,000,000. The proposer must also maintain workers' compensation coverage as required by law. The proposer must indemnify the City for any damage or claims arising from the production, performances, rehearsals, or any other aspect of the theatrical presentation. For additional information about this requirement, please contact Rachel White, Risk Analyst for West Valley City, at (801) 963-3240 or [rachel.white@wvc-ut.gov](mailto:rachel.white@wvc-ut.gov).
- The proposer is required to manage marketing of the performance. The City may engage in marketing efforts, but has no obligation to do so. The City must approve marketing designs and efforts undertaken by the proposer. The Utah Cultural Celebration Center logo must be present on all marketing materials.

#### **V. Ticketing**

Ticketing for the performance will be managed as follows:

- Ticketing for the performance shall be managed by the producer.
- The producer shall determine how tickets are sold.
- The City shall be granted 150 tickets, free of charge, to the production to use in the sole discretion of the City.
- The ticket price shall be determined by the proposer (as shown in the budget submitted with the proposal), subject to City approval. The City shall retain 10% of the gross ticket sales, which shall be paid by the proposer to the City no later than 10 days after the final performance.

#### **VI. City Contribution**

- The City will provide up to \$5,000 to defray production costs as set forth in the budget. The \$5,000 shall be paid within 30 days of acceptance of a proposal.
- The production will occur at the UCCC outdoor amphitheatre, which will be made available for the performances at no cost. Indoor rehearsal space will be provided for fifteen days for four hours per day. This rehearsal space must be coordinated through the UCCC staff, subject to availability.
- The City will provide fire and police presence as required by City ordinance free of charge. This represents a substantial savings to proposers, as this would ordinarily be a major expense.

## **VII. Criteria for Proposal Evaluation**

Only proposals submitted by responsible responders as defined by the City Code will be considered. Proposals will be evaluated according to the following criteria. Proposals will be scored in each area, with the score given the weight indicated below.

- Satisfaction of requirements above (50%)
- Experience in producing a theatrical performance in a public setting (20%)
- Demonstrated ability to produce a professional performance (30%)

## **VIII. Other Important Information**

The City reserves the right to, in its sole discretion, reject any and all responses to this Request for Proposals. The City reserves the right to, in its sole discretion, waive any requirement set forth in this Request for Proposals. The City reserves the right to, in its sole discretion, cancel this Request for Proposals. The City reserves the right to, in its sole discretion, negotiate with responders prior to final award.

**Response to this Request for Proposals is at the responder's sole risk and expense. The City anticipates selecting one of the responders, but there is no guarantee that any responding proposal will be selected.**

It is the City's policy to encourage equal opportunity in the award of contracts. The City endeavors to do business with responders that share the City's commitment to equal opportunity, and will not do business with anybody who discriminates on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition, or place of birth. The City appreciates in advance the efforts that responders will make and looks forward to participating with responders in the selection process.

All responses to this Request for Proposals are subject to the Governmental Records Access Management Act ("GRAMA").